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OBITUARY**ROBERT R. MULLEN,**

77, a retired public relations executive who was press secretary to Gen. Dwight D. Eisenhower before the 1952 Republican convention and prior to that was director of information for the Marshall Plan, died March 16 at his home in Frederick, Md., after a heart attack.

Mr. Mullen was the head of the Robert R. Mullen Co., a Washington-based public relations firm that also had offices in Europe, Asia and Mexico. He formed the company after the 1952 election and retired in 1972.

The company had close ties to the Central Intelligence Agency and figured in news accounts of the Watergate break-in in June of 1972 when materials found at the scene connected one of the company's writers, E. Howard Hunt, a former CIA official, to the men who were arrested. Hunt subsequently was convicted of conspiracy and imprisoned.

After the 1952 Republican National Convention that nominated Eisenhower for president, Mr. Mullen was publicity director of Citizens for Eisenhower. In 1964 he was chief coordinator of the Draft Lodge Committee, which was trying to win the Republican presidential nomination for former Massachusetts senator Henry Cabot Lodge.

Among his clients at the Mullen Co. were General Foods, the American Automobile Association, the American Bar Association and the Church of Jesus Christ of Latter-day Saints.

Born in Alamogordo, N.M., Mr. Mullen attended the University of Wisconsin and the University of Colorado, and was an editor at Life magazine in New York before moving to Washington during the 1940s. He was director of information for the Marshall Plan, the program of aid to Europe after World War II, before becoming Eisenhower's press secretary. During the 1950s he was executive director of National Citizens for Educational TV.

Mr. Mullen was a member of the National Press Club, the Metropolitan Club and the First Church of Christ Scientist in Frederick.

He is survived by his wife, Edna Cummings Mullen of Frederick; three sons, Robert R. Jr., of Tazana, Calif., Jonathan R., of Dickerson, Md., and Christopher C., of Fairfax; one daughter, Suzanne Friedman of Urbana, Md., and 13 grandchildren.